



# Retail Goods and Services Expenditures

Prepared by

Counties: Lamar, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	55.1%	Population		15,616	15,413
Rural Bypasses	27.1%	Households		6,529	6,517
Rooted Rural	12.7%	Families		4,679	4,594
Heartland Communities	5.0%	Median Age		40.2	41.7
		Median Household Income		\$32,298	\$36,011

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	48	\$1,316.06	\$8,592,558
Men's	50	\$248.47	\$1,622,250
Women's	46	\$439.04	\$2,866,467
Children's	58	\$254.43	\$1,661,150
Footwear	43	\$218.44	\$1,426,227
Watches & Jewelry	44	\$86.08	\$561,989
Apparel Products and Services <sup>1</sup>	47	\$69.61	\$454,475
<b>Computer</b>			
Computers and Hardware for Home Use	49	\$107.87	\$704,253
Software and Accessories for Home Use	44	\$13.06	\$85,268
<b>Entertainment &amp; Recreation</b>	58	\$1,982.29	\$12,942,379
<b>Fees and Admissions</b>	41	\$248.70	\$1,623,771
Membership Fees for Clubs <sup>2</sup>	43	\$67.62	\$441,481
Fees for Participant Sports, excl. Trips	43	\$48.93	\$319,441
Admission to Movie/Theatre/Opera/Ballet	37	\$55.95	\$365,282
Admission to Sporting Events, excl. Trips	44	\$25.06	\$163,639
Fees for Recreational Lessons	39	\$51.15	\$333,928
<b>TV/Video/Sound Equipment</b>	57	\$658.12	\$4,296,854
Community Antenna or Cable Television	61	\$410.41	\$2,679,571
Color Televisions	48	\$65.61	\$428,353
VCRs, Video Cameras, and DVD Players	57	\$21.94	\$143,257
Video Cassettes and DVDs	57	\$34.64	\$226,160
Video Game Hardware and Software	55	\$18.24	\$119,076
Satellite Dishes	62	\$0.96	\$6,256
Rental of Video Cassettes and DVDs	53	\$31.44	\$205,282
Sound Equipment <sup>3</sup>	45	\$71.94	\$469,699
Rental and Repair of TV/Sound Equipment	51	\$2.94	\$19,200
Pets	71	\$311.77	\$2,035,559
Toys and Games	60	\$109.04	\$711,929
Recreational Vehicles and Fees <sup>4</sup>	75	\$342.97	\$2,239,252
Sports/Recreation/Exercise Equipment <sup>5</sup>	57	\$132.24	\$863,395
Photo Equipment and Supplies <sup>6</sup>	53	\$73.30	\$478,552
Reading <sup>7</sup>	50	\$106.15	\$693,067
<b>Food</b>	59	\$4,970.38	\$32,451,583
<b>Food at Home</b>	61	\$3,083.88	\$20,134,639
Bakery and Cereal Products	61	\$440.69	\$2,877,260
Meat, Poultry, Fish, and Eggs	64	\$836.94	\$5,464,359
Dairy Products	61	\$337.25	\$2,201,895
Fruit and Vegetables	56	\$490.73	\$3,203,987
Snacks and Other Food at Home <sup>8</sup>	62	\$978.27	\$6,387,138
<b>Food Away from Home</b>	56	\$1,886.50	\$12,316,944
Alcoholic Beverages	48	\$297.86	\$1,944,742
Nonalcoholic Beverages at Home	65	\$284.90	\$1,860,142



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	26	\$392.38	\$2,561,857
Vehicle Loans	72	\$4,429.95	\$28,923,142
<b>Health</b>			
Nonprescription Drugs	66	\$80.37	\$524,755
Prescription Drugs	80	\$462.35	\$3,018,704
Eyeglasses and Contact Lenses	61	\$50.69	\$330,957
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	49	\$4,255.21	\$27,782,250
Maintenance and Remodeling Services	50	\$996.15	\$6,503,864
Maintenance and Remodeling Materials <sup>10</sup>	73	\$274.61	\$1,792,901
Utilities, Fuel, and Public Services	63	\$2,777.40	\$18,133,630
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	51	\$71.56	\$467,229
Furniture	48	\$309.05	\$2,017,816
Floor Coverings	45	\$40.65	\$265,430
Major Appliances <sup>12</sup>	64	\$188.82	\$1,232,809
Housewares <sup>13</sup>	53	\$56.09	\$366,224
Small Appliances	61	\$22.46	\$146,645
Luggage	37	\$3.84	\$25,063
Telephones and Accessories	53	\$25.06	\$163,616
<b>Household Operations</b>			
Child Care	40	\$166.00	\$1,083,827
Lawn and Garden <sup>14</sup>	75	\$336.69	\$2,198,258
Moving/Storage/Freight Express	48	\$25.43	\$166,065
Housekeeping Supplies <sup>15</sup>	63	\$488.12	\$3,186,904
<b>Insurance</b>			
Owners and Renters Insurance	68	\$324.63	\$2,119,515
Vehicle Insurance	62	\$900.07	\$5,876,570
Life/Other Insurance	65	\$412.97	\$2,696,256
Health Insurance	70	\$1,368.64	\$8,935,868
Personal Care Products <sup>16</sup>	57	\$271.26	\$1,771,053
School Books and Supplies <sup>17</sup>	48	\$57.52	\$375,566
Smoking Products	76	\$367.73	\$2,400,928
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	70	\$4,030.53	\$26,315,361
Gasoline and Motor Oil	71	\$1,442.43	\$9,417,638
Vehicle Maintenance and Repairs	59	\$626.04	\$4,087,413
<b>Travel</b>			
Airline Fares	39	\$160.91	\$1,050,594
Lodging on Trips	50	\$203.02	\$1,325,541
Auto/Truck/Van Rental on Trips	36	\$15.59	\$101,769
Food and Drink on Trips	51	\$239.72	\$1,565,155

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.